

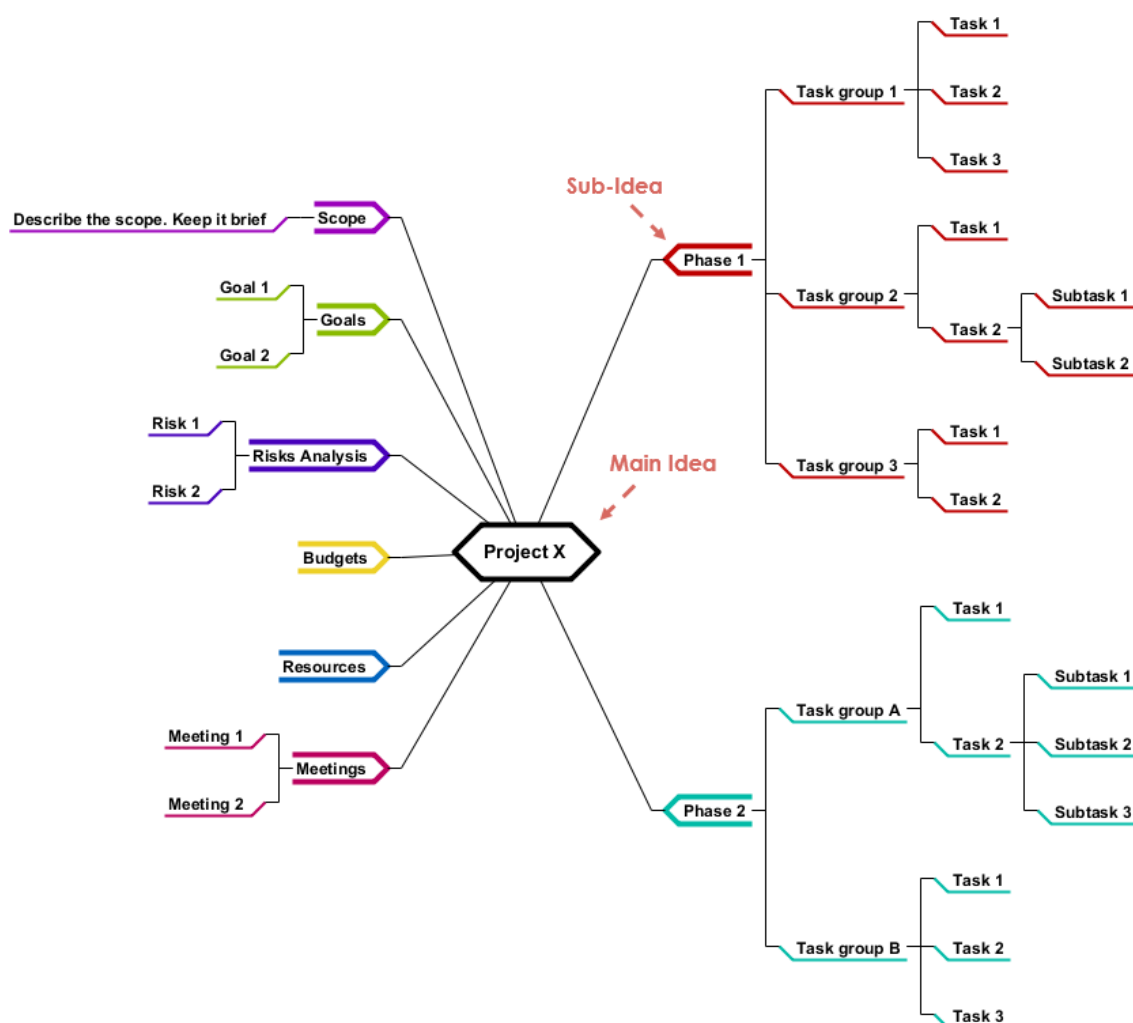
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## Chapter 17. Mind Mapping and Brainstorm

Brainstorming is a creative technique for generating ideas which is the name given to a situation when a group of people meet to generate new ideas around a specific area of interest. A brainstorming session is sometimes the last resort when other techniques and methods do not deliver the desired solutions. There are only a few basic rules to follow, and typically, the ideas are not criticized or rejected during a brainstorming session, interesting proposals can be refined gradually. The participants of the brainstorming build their solutions on the ideas of others, “think them up” and improve them. This synergy effect allows that better and better ideas are generated. Finally, joint brainstorming improves the working atmosphere. Working creatively motivates participants. The solutions found are generally more accepted by the team and will be implemented with more support in the organization.

### Mind Mapping

Mind mapping is one of the best ways to capture your thoughts and bring them to life in visual form. A mind map is hierarchical diagram and shows relationships among pieces of the whole. It is often created around a single concept, drawn as an image in the center of a blank page, to which associated representations of ideas such as images, words and parts of words are added. Major ideas are connected directly to the central concept, and other ideas branch out from those. The figure below shows a project management mind map:

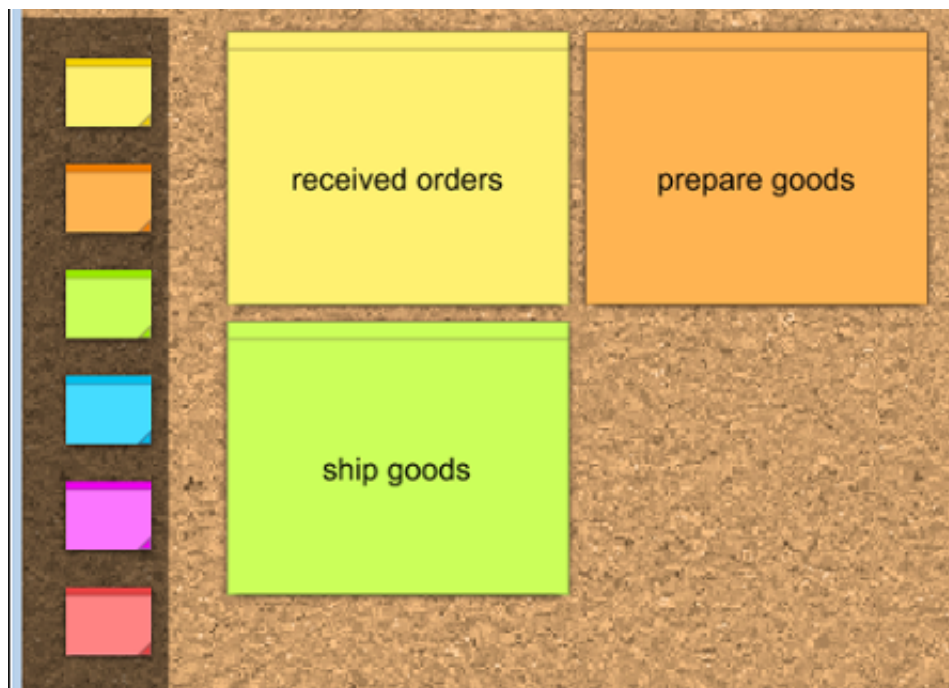


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Beyond just note-taking, though, mind maps can help you become more creative, remember more, and solve problems more effectively. Whether you're new to mind maps or just want a refresher, here's all you need to know about this technique.

## Sticky Notes

Sticky note is another perfect tool for collaboration and brainstorming. They're simple. They require ideas to be concise. They're easy to organize. and extremely cost-effective. Plus, they make collaboration easy as multiple employees can participate and generate ideas, increasing the productivity of the session.



## Other Articles in Brainstorming Tools

- [How to Draw a Mind Map?](#)
- [Mind Mapping Diagram and Tools](#)
- [How to Create a Mind Map?](#)
- [Mind Mapping Examples and Templates](#)